

## ABSTRACT

The heat-embossed, fastening non-woven fabric of the present invention comprises, as at least one component, core-sheath or side-by-side heat-fusing composite staple fibers having a low-melting polymer component on a fiber surface, wherein a front surface of the non-woven fabric comprises a non-embossed portion and an embossed portion, the non-embossed portion being a large number of regularly or irregularly dispersed convex island regions upwardly projecting from the front surface, the embossed portion being a sea region surrounding each island region, and at least one end of the composite staple fibers in the non-embossed portion that constitute the convex island regions being press- and heat-anchored at the embossed portion that constitute the sea region. The non-woven fabric of the present invention is thin and flexible, and can be used as a cost-effective loop fastener member suitable for disposable products. In addition, the non-woven fabric of the present invention maintains its high strength because the fibers constituting the loop engaging elements are prevented from being pulled out even if the loop fastener member is subjected to a tensile force from the hook engaging elements.